

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a 51  
455  
Review

# Inside Information

United States Department  
of Agriculture

Office of Public Affairs

Washington, D.C. 20250

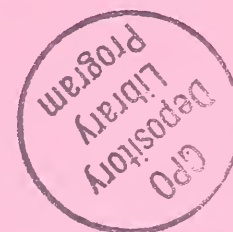
Volume 12, Number 3

\*COMPILATION OF MARCH ITEMS\*

April 5, 1990

## Inside This "INSIDE"

	Page
U. of Alaska Cooperative Extension Service Seeks Communication Unit Manager .....	2
Entries for National Association of Government Communicators Awards Due May 1 .....	2
NAGC 'Journal of Public Communication' Annual Call for Professional Papers .....	2
Oklahoma State U. Produces Videotape on '100 Years of Oklahoma Agriculture' .....	2
Associated Press Story Tells of the American Library Assn. Vs. USDA's CID .....	3
Former USDA-SCS Assistant to Administrator and Author Dies After Heart Attack .....	4
Ohio State's Info and Applied Communications has Opening for TV/Video Manager .....	4
USDA's National Arboretum Releases Newly Updated 'Plant Hardiness Zone Map' .....	4
New 15-Minute Video Detailing Agriculture's Contributions Released by USDA .....	4
Retired Long-Time USDA Yearbook Editor, Jack Hayes, Dies After Long Illness .....	5
Lester Brown, Worldwatch Institute Founder/Author, Addresses Ag Communicators .....	5
Penn State University has Updated Award-Winning Agricultural Careers Manual .....	6
D.C. Region of ACE to Hold 13th Annual Communication Workshop at 4-H Center .....	6
USDA's National Agricultural Library Videotaping 'Oral Histories' for Future .....	6
USDA's National Ag Library has Opening for A Technical Information Specialist .....	7
Calendar of Upcoming Communication Events and Training Opportunities .....	8



**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

\*\*\*\*\*  
EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.  
\*\*\*\*\*



## **U. OF ALASKA COOPERATIVE EXTENSION SERVICE SEEKS COMMUNICATION UNIT MANAGER**

The University of Alaska Cooperative Extension Service (CES) in Fairbanks, has an opening for a Communication Unit Manager to develop and direct the mass communication program.

Duties include supervising the Extension Communication Unit, which consists of about 10 employees and provides the following services: editing, publishing, printing, binding, and distributing publications; television presentations; and, more limited services in news and feature writing, radio presentations, artwork and photography, maintenance of an audio-visual library, and advice and training in mass communication techniques.

Qualifications include a master's degree, with at least one—either bachelor's or master's—in mass communication or a related area. Other qualifications are a training background and understanding of agriculture, home economics, community development, 4-H and Extension education, and strong writing and editing skills.

The position is a full-time 12-month administrative/professional/technical (APT) appointment. Salary to be commensurate with professional qualifications and experience, and compatible with the appropriate University of Alaska APT salary range.

To apply, send a letter of application which includes a statement as to how past experience will help meet the responsibilities of the position; a resume which includes education and applicable work experience; selected number of examples of communication work but not to exceed four; names, addresses and phone numbers of three persons who may be contacted as references; and transcripts of all academic work.

Send applications to: Dr. Irvin W. Skelton, Acting Director, Cooperative Extension Service, University of Alaska, Fairbanks, AK 99775-5200. Telephone is 907-474-7246.

Closing date is April 1.

-----

## **ENTRIES FOR NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS AWARDS DUE MAY 1**

Entries for the 1990 "Blue Pencil" and "Gold Screen" Awards are due May 1, for works completed in 1989.

Sponsored by the National Association of Government Communicators (NAGC), the Blue Pencil Awards (now in its 28th year) are presented to outstanding government publications and their producers. The Gold Screen Awards (now in its 13th year) are presented to outstanding government audiovisual productions.

Competitions are open to communicators in federal, state, and local government, as well as private producers who have worked with government communicators.

For additional information, or copies of the entry forms, contact: NAGC, 80 S. Early Street, Alexandria, VA 22304, or telephone 703-823-4821.

-----

## **NAGC 'JOURNAL OF PUBLIC COMMUNICATION' ANNUAL CALL FOR PROFESSIONAL PAPERS**

May 21 is the deadline for papers to be submitted for publication in the 1990 issue of the "Journal of Public Communication," published by the National Association of Government Communicators (NAGC). The journal serves as a national forum for commentary, ideas, perspectives, professional ethics and skills.

Articles are not limited to members of NAGC. Although the journal is for members of NAGC, it is shared with a broader audience. Therefore, it is open to outside experts in all levels of federal, state and local government, professional journalists and political employees, whether elected or appointed.

Article length can vary from 1,500-3,000 words. Bibliographic notes are encouraged, but not necessary. Manuscripts must be typed double-spaced, and will not be returned unless accompanied by a stamped, self-addressed envelope. Please include a short biography.

Send articles to Robin PanLener, Journal Editor, c/o STATE REGISTER, 504 Rice Street, St. Paul, MN 55155. You may call PanLener at 612-296-4273 for further information.

-----

## **OKLAHOMA STATE U. PRODUCES VIDEOTAPE ON '100 YEARS OF OKLAHOMA AGRICULTURE'**

The Educational Materials Group at Oklahoma State University has produced a 16-minute VHS videotape, "100 Years of Oklahoma Agriculture," that covers the beginnings of agriculture in Oklahoma to modern times.

## ASSOCIATED PRESS STORY TELLS OF THE AMERICAN LIBRARY ASSN. VS. USDA'S CID

A recent Associated Press (AP) story said that the 50,000-member American Library Association (ALA) is trying to reverse the federal government's effort to make information available electronically. The story uses the Computerized Information Delivery Service (CID) as its only example, but doesn't mention it by name. It says USDA uses CID to distribute statistical, commodity, economic and other agricultural reports.

The AP story says ALA is worried about turning over to private industry government's responsibility of disseminating its information. The ALA is concerned that making information available through electronic means rather than on paper could limit access, or cost users for what they now get free. The ALA says that could create a system of information "haves and "have-nots." Wealthy businesses could buy government information, while poorer businesses couldn't.

The story quotes ALA President Patricia Wilson Berger, who testified last month before the Senate Government Affairs Committee, and refers to an 1858 law requiring government to make its publications available to 1,346 depository libraries. The U.S. Government Printing Office says it distributed 27 million copies of 68,000 different publications to those libraries last fiscal year.

The ALA's Washington representative, Eileen Cooke, said a proposal in Congress to require libraries to share the cost of transmitting information electronically threatens to raise libraries' costs and curtail how much information they'll get. The story says until 1985, USDA released the information through Agnet, a University of Nebraska computer system. Then, under Reagan administration guidelines adopted by the Office of Management and Budget (OMB), the government signed an exclusive contract giving the information to Martin Marietta Data Systems (MMDS), which sells access to it.

According to ALA, information once distributed free or at nominal costs through the University of Nebraska to depository libraries now costs \$45 an hour from MMDS or as much as \$96 an hour from clients which get the information from MMDS and redistribute it.

In her testimony, Berger asked Congress to limit OMB's authority over information policies and to make sure federal agencies retain responsibility for disseminating the information they put out and to keep private industry from taking over government's role in distribution of information.

Russell Forte, USDA's coordinator of the CID Service, sees inaccuracies in the second and third paragraphs from the end of the story. Besides giving it free to the University of Nebraska's Agnet, USDA agencies were also running 'USDA Online' since 1982. Both were smaller, less formal efforts than CID. To Forte's knowledge, Agnet always charged for their service.

Forte also says, he's never heard that the CID Service was started because of Reagan policy and while the contract with Martin Marietta is exclusive, they won it through competitive bidding.

Forte says the hourly charge for private industry is not \$45 an hour as the ALA says but \$12 at 1,200 baud and \$18 for up to 4,800. Of course, the right combination of monthly minimum (\$75), baud speed charges and line charges (95 cents per hundred lines) could give one a rate of \$45—or more.

"The CID Service was invented as a high-speed, bulk information delivery service, aimed at getting USDA information to multipliers, such as wire services and other news and information organizations, which would enhance it and distribute it to their own subscribers," says Forte. "It meets its intended requirement majestically. It was never intended to answer every possible problem for every possible user of USDA information."

Forte says that Congress investigated the CID Service twice and found no serious problems with it. Congress has been concerned with many policy issues arising from this and other new methods for electronic distribution of information. Among them has been the issue of "who pays?" Forte's office has suggested making CID information free at least to news media. That would widen the subscriber list even further and increase competition to get it to the public.

According to Forte no one has suggested totally cutting out printing and paper distribution of information, so depository libraries and similar users who aren't time-conscious about when the information reaches them will still receive information just as always.

In conclusion, Forte says he's taken thousands of calls from people asking about the CID Service and about five have been from libraries. He sent information to them.

For more information, contact Russell Forte at 202-447-5505, or Dialcom E-mail AGR205.

-----



## **FORMER USDA-SCS ASSISTANT TO ADMINISTRATOR AND AUTHOR DIES AFTER HEART ATTACK**

Lloyd Partain, retired assistant to the administrator for environmental development in USDA's Soil Conservation Service, died March 10 in Pottstown, Pennsylvania, after a heart attack. He was 84.

Partain joined SCS as an information officer in Oklahoma in 1935. He retired in 1972.

He was a past president of the Soil Conservation Society of America and a former vice president of the American Forestry Association.

Partain wrote "Land, Key to Industrial Progress," and co-authored three other books.

---

## **OHIO STATE'S INFO AND APPLIED COMMUNICATIONS HAS OPENING FOR TV/VIDEO MANAGER**

Ohio State University's Section of Information and Applied Communications needs a television program manager to coordinate its College of Agriculture extension and research television and video efforts.

Ohio State has been one of the nation's leaders in using live satellite teleconferencing.

Duties involve supervising three television producers and other video staff, producing and directing some of the satellite programs and educational tapes, and providing general overall leadership in the television/video area.

Requirements include a minimum of a B.S. or B.A. degree in broadcast communications or comparable discipline (M.S. preferred) and three years experience in television production. The position also requires editing, shooting, and writing skills.

Send demonstration tape, resume and application letter to Robert Furbee, 216 Kottman Hall, 2021 Coffey Road, Ohio State Univ., Columbus, OH 43210-1044.

For more information call either 614-292-2011 or 216-263-3775.

Application deadline is April 20.

---

## **USDA'S NATIONAL ARBORETUM RELEASES NEWLY UPDATED 'PLANT HARDINESS ZONE MAP'**

USDA has released the new "Plant Hardiness Zone Map," the first update in 25 years. First published in 1960 and revised in 1965, the new map reflects the many changes, new interests, and new responsibilities that have emerged in North American landscaping. Included for the first time are Alaska, Hawaii, Canada, and Mexico.

Henry M. Cathey, director of the U.S. National Arboretum, says every plant can adapt to a range of environments, and gardeners have learned through experience where the great variety of landscape plants can be grown. Cathey says that over the years many schemes have been proposed to help gardeners locate those environments when they introduce new species, forms, and cultivars. The pooling of many of these schemes culminated in the original development of the widely used "Plant Hardiness Zone Map," under supervision of Henry Skinner, the second director of the U.S. National Arboretum.

The vividly colored 4 foot by 4 foot foldout map has 11 color-coded zones, as well as data from 14,500 weather stations and small areas of microclimates.

Copies of the map, Miscellaneous Publication 1475, are available for \$6.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20401. GPO Stock Number is 001-000-04550-4.

---

## **NEW 15-MINUTE VIDEO DETAILING AGRICULTURE'S CONTRIBUTIONS RELEASED BY USDA**

USDA has released a new video, "America's Most Crucial Industry," designed to inform groups of all ages about agriculture's contributions to the United States.

The 15-minute TV production was written by Vic Powell, chief of the Radio and Television Division in USDA's Office of Public Affairs, and directed and narrated by Pat O'Leary, a TV producer in the division.

Copies of the video, available on 1/2-inch VHS tape, can be purchased for \$12 from Video Transfer, 5709-B Arundel Ave., Rockville, MD 20852. Telephone is 301-881-0270.

---

## RETIRED LONG-TIME USDA YEARBOOK EDITOR, JACK HAYES, DIES AFTER LONG ILLNESS

John W. (Jack) Hayes died on March 24, of complications resulting from adult muscular dystrophy. He was 72.

Hayes was editor of the USDA Yearbook of Agriculture for 20 years, succeeding Alfred Stefferud, and retired from USDA in 1985.

A native of New York City, Hayes graduated from Fordham University and served in the Navy in Europe and Africa during World War II.

Hayes worked as a copy editor for the old WASHINGTON-TIMES HERALD after moving to Washington in 1946. In 1952, he was special editor of the NATIONAL CATHOLIC WELFARE NEWS, and then worked briefly in Detroit for the DETROIT NEWS. Returning to Washington, he joined the staff of the WASHINGTON STAR prior to his USDA service.

A member of the National Press Club for many years, Hayes was a founder and chairman of the travel committee and managed the club's annual trip to the Caribbean.

Hayes is survived by his wife of 37 years, Roberta, two stepsons, and five grandchildren.

---

## LESTER BROWN, WORLDWATCH INSTITUTE FOUNDER/AUTHOR, ADDRESSES AG COMMUNICATORS

Lester R. Brown, highly-respected founder of the Worldwatch Institute, was the speaker at the Agricultural Communicators in Education (ACE) monthly 'Celebrity Luncheon' held in USDA's Administration Building on March 7.

Brown is the recipient of a \$250,000 MacArthur Foundation "genius award" and winner of the United Nations' 1989 environment prize. He is the author of the new "State of the World-1990," available from W.W. Norton & Company, in hardback and paperback. The book is published annually and has been translated into 20 languages.

Brown wonders what you will tell your kids 40 years from now when they check the cupboard and see the fossil fuel is all gone? According to Brown, that's about when the world will run out—2030. By then, we'll be using plutonium, solar and geothermal energy. But we'll need to find other ways to make the petroleum-based products we use, such as ointments and lubricants. Of course, your kids and grandkids will bike to work.

Even before then, Brown said, life will be different in America. It will be illegal to destroy trash. People will recycle everything, much as they do in poor countries now.

Jobs will change. People won't mine coal, pump gas, or sell firewood or Christmas trees. People who now prospect for oil will become thermal geologic surveyors.

With luck, we'll at least be a sustainable society. Your kids will carry reusable canvas shopping bags to the supermarket. Stores won't give bags to customers—paper and plastic will be too valuable. People may have difficulty making a living.

Brown said things are beginning to come down hard on the planet. There are no more big technical innovations in sight to save us now. Large scale environmental degradation is showing up severely and in too many ways. We must stop population growth soon.

We have to balance births and deaths, Brown said. People are starting to die from hunger and related problems. We're losing 24 billion tons of topsoil a year to erosion, deforesting 37 million acres a year (the amount of U.S. land under crop production).

Those who attach the buzzword label of "gloom and doom" on Brown's warnings to rationalize away their own selfish guilt need only to count the dead rivers, lakes, the wildlife and plants no longer alive on the planet to see it's not just a prediction.

Brown warns of food shortages, accelerated environmental degradation and spreading social chaos if humanity doesn't change its ways fast.

Thousands of environmental groups are springing up around the world, but few environmental research groups are coming to guide them and pull things together. The Worldwatch Institute has helped fill that role since Brown founded it in 1974 with support of the Rockefeller Brothers Fund.

Brown has been working with NOVA on a 10-part TV program called "Race to Save the Planet," scheduled for fall broadcasting. The series is based on Worldwatch's "State of the World" book.

Special thanks to Russell Forte, USDA's Office of Public Affairs, Office of Programs and Planning, for providing information for this story.

---



## **PENN STATE UNIVERSITY HAS UPDATED AWARD-WINNING AGRICULTURAL CAREERS MANUAL**

Penn State University's Department of Agricultural and Extension Education has revised "Careers in the Science of Agriculture," its award-winning manual. Last revised in 1977, the manual will help high school students get additional help in planning careers in agriculture.

New occupational titles have been added and some traditional titles have been reclassified to reflect agriculture's growing dependence on science and technology. A new section describes employment opportunities in international agriculture. The student self-appraisal and career planning sections of the previous manual have been retained.

The manual will be entered in a curriculum materials competition at the upcoming Eastern Region of the American Association of Teacher Educators in Agriculture Research Conference.

Student copies of the manual are available for \$8 each. Requests should be mailed to: Instructional Materials Service, Department of Agricultural and Extension Education, 13A Armsby Building, University Park, PA 16802. Call Susan Ammerman at 814-863-3824 to order by phone or request more information about the book's contents.

---

## **D.C. REGION OF ACE TO HOLD 13TH ANNUAL COMMUNICATION WORKSHOP AT 4-H CENTER**

The D.C. Region of Agricultural Communicators in Education (ACE) will hold its 13th Annual Communications Workshop on Thursday, May 24.

The workshop, created by and sponsored jointly for 12 years by ACE and what was formerly USDA's Office of Information (OI), will be held this year at the National 4-H Center in Chevy Chase, Maryland.

"Communicating Agriculture: Issues and Strategies" is the theme of the one-full-day workshop. Dr. Paul E. Kindinger, director of USDA's Office of Public Affairs (OPA) will address the opening session.

Involved in planning the workshop are Eunice Bowman, vice president and acting president of the D.C. Region, USDA's Food and Nutrition Service; Denver Browning, past D.C. president, Office of Programs and Planning in USDA's OPA; Marci Hilt of USDA-OPA's Radio & TV Division; Caree Lawrence of USDA's Animal and Plant Health Inspection Service; Larry Quinn, chief of the Video and Teleconferencing Division in USDA's OPA; and Sharin Sachs, ACE-D.C. Region secretary, of USDA's Food Safety and Inspection Service.

The annual workshop was developed as and continues to be an effective and inexpensive method for communicators to update and expand their skills and communications knowledge. The training can be provided to government employees with an SF-182, "Request, Authorization, Agreement and Certification of Training."

For further information about the workshop, contact: Eunice Bowman at 703-756-3195, or Denver Browning at 202-447-2058.

---

## **USDA'S NATIONAL AGRICULTURAL LIBRARY VIDEOTAPING 'ORAL HISTORIES' FOR FUTURE**

USDA's National Agricultural Library in Beltsville, Maryland, has begun producing videotapes in an effort to save the expertise of present-day farming authorities for future generations of U.S. farmers.

The videotapes feature "oral histories" with prominent scientists in the field of alternative agriculture.

Jayne MacLean, coordinator of NAL's Alternative Farming Information Center, is directing the project. The center provides information about farming techniques that are profitable yet have minimum impact on the environment. The persons featured in the videotapes stress these techniques.

James A. Duke, a botanist with USDA's Agricultural Research Service and a nationally recognized authority in herb research, was the subject of the first oral history. Duke, being very articulate, offers anecdotes and a delightful personality as he tells how herbs can be used to keep insects and disease from harming corn and grape crops.

Robert Rodale, who has been developing and refining techniques for farming without chemicals for years, was the second expert to be videotaped. Rodale also publishes a number of magazines and books on organic farming and gardening from Emmaus, Pennsylvania.

On the tape, he discusses his publishing company and the Rodale Institute. Rodale also explains how he came to his beliefs in organic farming through his father's work during the 1930s and 40s.

To be able to see and hear people who have gained renown in their fields, in a generation or more from now, offers exciting implications for the NAL project.

For information on the loan of the videotapes, contact: Jayne MacLean, USDA, NAL, 301-344-3724.

---



## USDA'S NATIONAL AG LIBRARY HAS OPENING FOR A TECHNICAL INFORMATION SPECIALIST

USDA's National Agricultural Library has an opening for a GM-1412-12/13 technical information specialist in the Information Centers Branch of its Public Services Division. Announcement number is ARS-H20-028A.

Duties include coordinating the Food and Nutrition Information Center (FNIC), and responsibility for policy making, planning, organizing, directing, and evaluating the requirements, activities, and functions of FNIC.

Other duties are designing and directing a nationwide reference and lending program that supplies information and resources to consumers and specialists engaged in research or educational activities related to the fields of food service management, food, human nutrition, and nutrition education.

Qualifications include a bachelor's degree which included at least 24 semester hours in biological science or at least 15 hours in nutrition; or successful and pertinent experience which provided a knowledge of the basic principles, theories, practices, and terminology used in the field of agricultural science; or any time-equivalent combination of experience or education as previously described.

For further information, or to apply, contact: USDA, ARS, Personnel Division, Personnel Operations Branch, 6305 Ivy Lane, Greenbelt, MD 20770-1435. Telephone is 301-344-2701.

Closing date is May 7.

-----

## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

### **April 28-29:**

ANNUAL HEALTH AND FOOD WRITERS CONFERENCE

L'Enfant Plaza Hotel, Washington, D.C.

Contact: Gordon Zwirkoski, 708-655-8866

### **May 20-23:**

37TH INTERNATIONAL TECHNICAL COMMUNICATION CONFERENCE

Santa Clara Convention Center, Santa Clara, California

Contact: Davlyn Jones, The Graphic Word, 408-298-2469

### **May 24:**

D.C. AGRICULTURAL COMMUNICATORS IN EDUCATION 13TH ANNUAL WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Eunice Bowman, 703-756-3195 or Denver Browning, 202-447-2058

### **July 11 - August 7:**

COMMUNICATION PLANNING AND STRATEGY WORKSHOP/SEMINAR

Cornell University, Ithaca, New York

Contact: Dr. Royal D. Colle, 607-255-6500

### **July 14-17:**

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING

Radisson Hotel, St. Paul, Minnesota

Theme: "Thriving in the '90s"

Contact: Dave McAllister, Publicity Chair, ACE, c/o Educational

Development System, 405 Coffey Hall, 1420 Eckles Avenue,

St. Paul, MN 55108 Telephone 612-625-4261 or 625-4248

-----